

Functioning of tatar journalism in a digital environment

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Abstract

© 2019, Universidad del Zulia. All rights reserved. The paper is devoted to the analysis of the development of new mass media in the Republic of Tatarstan. The methodological basis of the study was the principles of systemic, structural and complex analysis. As a result, traditional periodicals in Tatarstan do not fully enjoy all the advantages of social networks. In conclusion, we are on the verge of the emergence of all new convergent editions, and at the same time that this may affect not only the approach to work, the stages and implementation of the content, but also the content itself.

Keywords

Convergence, Editorial, Journalism, Mass media

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